

Exhibit 53

From: Harlam, Bari A. <BAHarlam@cvs.com>
Sent: Tuesday, November 04, 2008 10:42 AM
To: Colbert, Sue F.; Corkery, Heather A.; DiIuro, Christopher L.; Ghertner, Doug; Kolligian, Mark G.; Morrison, Tom E.; Purdy, David W.; Wingate, Elizabeth S.; Schuldes, Lisa
Subject: Fyi - Health Savings Pass PR

Fyi - Health Savings Pass PR

----- Original Message -----

From: DeAngelis, Michael J.
To: Campanini, Steven L.; Castel, Carolyn; Sandberg, Jon L.; Dunn, Eileen H.; Harlam, Bari A.
Sent: Mon Nov 03 17:15:52 2008
Subject: CVS Health Savings Pass on NBC

In addition to the NBC News coverage the Health Savings Pass received on Saturday's Today Show (repeated on their Nightly News), numerous affiliates have also ran it as part of their local news broadcasts over the past 3 days.

2 News At Noon

NBC Dayton 11/03/2008 12:00 PM - 1:00 PM Impressions: 12,777 Article ID: 25975438
 00:44:56 As Mark Mullen shows us, the drugstore giant CVS is ratcheting up a price war to offer deep discounts on prescription drugs, all a sign of the times as businesses change their strategy in today's tough economic climate. At this CVS drugstore in Los Angeles, the vitamins this man is considering, may cost much more than his prescription drugs. CVS, the drug store giant has kicked off a ten buck-a-year membership program, , that allows customers to buy 90-days of generic prescription drugs, more than 400 types, for just \$9. 99 per medicine. Anyone can join, but its aimed at America's 45 million with no health insurance.
 00:47:56 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081103-658246-98AFF5C0-53C2-4D9F-9E69-B2605D19902D.wsx>

13 News Midday

NBC Rockford 11/03/2008 12:00 PM - 12:30 PM Impressions: 7,260 Article ID: 25975439
 00:23:03 Drugstore giant CVS announced it's ratcheting up a price war to offer deep discounts on prescription drugs, all a sign of the times as businesses change their strategy in today's tough economic climate. Here's NBC's Mark Mullen. At this CVS drugstore in Los Angeles, the vitamins this man is considering, may cost much more than his prescription drugs. CVS, the drug store giant has kicked off a ten buck-a-year membership program, , that allows customers to buy 90-days of generic prescription drugs, more than 400 types, for just \$9. 99 per medicine. Anyone can join, but its aimed at America's 45 million with no health insurance. 00:26:03 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081103-658246-DDFC50AF-0E73-474A-B294-92B633CCC7B3.wsx>

WHO-TV 13 News At Noon

NBC Des Moines/Ames 11/03/2008 12:00 PM - 1:00 PM Impressions: 27,706 Article ID: 25975440
 00:16:41 At this CVS drugstore in Los Angeles, the vitamins this man is considering, may cost much more than his prescription drugs. CVS, the drug store giant has kicked off a ten buck-a-year membership program, , that allows customers to buy 90-days of generic prescription drugs, more than 400 types, for just \$9. 99 per medicine. Anyone can join, but its aimed at America's 45 million with no health insurance. 00:19:41 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081103-658246-BA3A0C1E-0557-4E7F-AF3D-F9BF07D5834B.wsx>

Local 2 News At 11 AM

NBC Houston 11/03/2008 11:00 AM - 12:00 PM Impressions: 37,044 Article ID: 25975442

00:47:57 At this CVS drugstore in Los Angeles, the vitamins this man is considering, may cost much more than his prescription drugs. CVS, the drug store giant has kicked off a ten buck-a-year membership program, , that allows customers to buy 90-days of generic prescription drugs, more than 400 types, for just \$9. 99 per medicine. Anyone can join, but its aimed at America's 45 million with no health insurance. 00:50:57 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081103-658246-E59CEEE5-1E8A-4F60-9753-CE7C32494DE8.wsx>

KMIR 6 Today

NBC Palm Springs/Palm Desert 11/03/2008 9:00 AM - 10:00 AM Impressions: 1,537 Article ID: 25975443

00:22:07 At this CVS drugstore in Los Angeles, the vitamins this man is considering, may cost much more than his prescription drugs. CVS, the drug store giant has kicked off a ten buck-a-year membership program, , that allows customers to buy 90-days of generic prescription drugs, more than 400 types, for just \$9. 99 per medicine. Anyone can join, but its aimed at America's 45 million with no health insurance. 00:25:07 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081103-658246-937EADA5-185C-48FD-99CB-49AE5C10C310.wsx>

NBC 33 News Morning Edition

NBC Baton Rouge 11/03/2008 6:00 AM - 6:30 AM Impressions: 422

Article ID: 25972972

00:22:30 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:25:30 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081103-658246-F4A069F9-9E9E-4FF1-AA68-6A5CD402EC78.wsx>

News 10

NBC Lansing/Jackson, MI 11/03/2008 6:00 AM - 7:00 AM Impressions: 18,152 Article ID: 25972980

00:12:32 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:15:32 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081103-658246-D49083D3-A222-402A-ADB2-F6FCE2E0B58F.wsx>

WSAZ NewsChannel 3 At Sunrise

NBC Charleston/Huntington 11/03/2008 5:00 AM - 6:00 AM Impressions: 17,484 Article ID: 25972965

00:29:11 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic.

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WTAP News At Eleven

NBC Parkersburg 11/02/2008 11:00 PM - 12:35 AM Impressions: 4,472 Article ID: 25972997

00:40:10 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:43:10 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-AADEFF78-F4AA-491D-92AD-6A652E61AA98.wsx>

KTAL News At Five

NBC Shreveport 11/02/2008 5:00 PM - 5:30 PM Impressions: 6,553 Article ID: 25972969

00:20:29 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:23:29 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-19327286-1766-451C-BC58-15B6F636A523.wsx>

KNWA News

NBC Fort Smith/Fayetteville/Springdale/Rogers 11/02/2008 5:00 PM - 5:30 PM Impressions: 5,996 Article ID: 25972976

00:25:59 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:28:59 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-E0B73298-0CE8-4C14-935F-A7050559F944.wsx>

Channel 3 Noon News

NBC Cleveland/Akron 11/02/2008 12:00 PM - 12:30 PM Impressions: 94,950 Article ID: 25972913

00:19:38 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45

million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:22:38 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-844BC2AD-77DE-4916-8020-6B5E373268C5.wsx>

News 8 Today Weekend

NBC Harrisburg/Lancaster/Lebanon/York 11/02/2008 9:00 AM - 10:00 AM Impressions: 37,178 Article ID: 25972942

00:29:10 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:32:10 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-FB4983C6-4A7A-427A-8A25-B327A199FFDC.wsx>

NewsChannel 2 Weekend Today

NBC Utica 11/02/2008 9:00 AM - 10:00 AM Impressions: 6,878 Article ID: 25972992

00:19:15 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:22:15 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-46399B06-1E59-428A-A563-61FBA2B5509D.wsx>

WITN 7 News At Sunrise

NBC Greenville/New Bern/Washington 11/02/2008 8:00 AM - 9:00 AM Impressions: 10,279 Article ID: 25972977

00:45:28 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:48:28 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-BF790E25-1DAB-4BB5-A089-327E8E1C5474.wsx>

KETK56 Today Weekend Edition

NBC Tyler/Longview/Jacksonville 11/02/2008 8:00 AM - 9:00 AM Impressions: 1,948 Article ID: 25972978

00:29:00 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:32:00 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-76F07885-9FE7-449A-98C9-7A8FD56E1614.wsx>

9 News Sunday Morning I

NBC Denver 11/02/2008 7:00 AM - 8:00 AM Impressions: 48,933 Article ID: 25972916

00:13:01 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:16:01 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-03436309-8973-48C2-B550-514E42800345.wsx>

WESH 2 News Sunrise Weekend

NBC Orlando 11/02/2008 7:00 AM - 8:00 AM Impressions: 51,161 Article ID: 25972917

00:19:37 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:22:37 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-FC911342-2FD2-4255-BC6F-984982340DA6.wsx>

WLBT Weekend AM Report

NBC Jackson, MS 11/02/2008 6:30 AM - 7:00 AM Impressions: 14,568 Article ID: 25972970

00:05:52 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS , the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic.

But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:08:52 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-05A1C051-7A49-4BF2-8478-ADC1BB4E756F.wsx>

News 2 Houston Sunday

NBC Houston 11/02/2008 6:00 AM - 7:00 AM Impressions: 30,275 Article ID: 25972903

00:11:43 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:14:43 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081102-658246-BC492834-4CFD-4AC2-8C1B-D0585F15EEB9.wsx>

KMIR 6 News At 11

NBC Palm Springs/Palm Desert 11/01/2008 11:00 PM - 11:30 PM Impressions: 2,714 Article ID: 25972987

00:15:33 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:18:33 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-C102CFDC-B334-4B49-A9E6-81B8285DB25F.wsx>

NewsChannel 11

NBC Lubbock 11/01/2008 10:00 PM - 10:30 PM Impressions: 20,652 Article ID: 25972989

00:13:34 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:16:34 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-27079886-14AD-489B-BA31-5AA22F51707E.wsx>

NewsChannel 5

NBC Alexandria 11/01/2008 10:00 PM - 10:30 PM Impressions: 20,090 Article ID: 25972994

00:06:05 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45

million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:09:05 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-D2224FDC-8EBD-459B-9D3F-D79BF3E56EE7.wsx>

NBC Five News

NBC Dallas/Fort Worth 11/01/2008 6:00 PM - 7:00 PM Impressions: 82,208 Article ID: 25972878

00:53:15 If the line is a little longer at your local pharmacy this weekend, there may be a good reason. Drugstore giant CVS announced it is ratcheting up a price war to offer deep discounts on prescription drugs. It is another sign of the times as businesses change their strategists in today's tough economic climate. Here's NBC's Mike Mullen. Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. Mark Mullen, NBC News, Los Angeles. 00:56:15 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-592CF073-4411-4057-B564-2DA6CD590C24.wsx>

NBC 4 News At 6

NBC Amarillo 11/01/2008 6:00 PM - 6:30 PM Impressions: 2,837 Article ID: 25972986

00:18:19 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:21:19 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-068025DC-C50F-4ED1-A536-2F5C35865DDA.wsx>

News 7 At Six

NBC Hattiesburg/Laurel 11/01/2008 6:00 PM - 6:30 PM Impressions: 14,158 Article ID: 25972991

00:25:30 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get

more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:28:30 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-146406D4-53F4-4B97-A60B-42F50CDEF8A9.wsx>

NewsChannel 9 Weekend

NBC El Paso 11/01/2008 5:30 PM - 6:00 PM Impressions: 12,980 Article ID: 25972975

00:24:04 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:27:04 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-49353796-4915-4C58-B868-077F294217D6.wsx>

KING 5 News

NBC Seattle/Tacoma 11/01/2008 5:00 PM - 6:00 PM Impressions: 104,373 Article ID: 25972912

00:27:31 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:30:31 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-4E854ECD-0372-4563-8382-2191DE20E336.wsx>

17 News At 5 Weekend

NBC Bakersfield 11/01/2008 5:00 PM - 5:30 PM Impressions: 11,036 Article ID: 25972982

00:19:45 Reporter: At this CVS drugstore in Los Angeles, the vitamins this man is considering may cost much more than his prescription drugs. CVS, the drugstore giant, has kicked off a \$10 a year membership program that allows customers to buy 90 days of prescription generic drugs, more than 400 kinds, for \$9.99 per medicine. Anyone can join but it's aimed at America's 45 million with no health insurance. I think you will find that the uninsured choose, do I put gas in my car, do I buy food or do I buy my medication. Reporter: The prescription price war was started by Wal-Mart with CVS beating Wal-Mart's price by a penny. Rare deals for customers at a time of skyrocketing health care costs. Takes a lot of money from my budget. Whatever I take, it is very, very, very expensive. While most of health care spending is going way up, generic drugs are really the one bright aspect where we have been able to hold the line. Reporter: With more than half of all prescription medicine now sold being generic. But what is in it for the drugstore? Certainly not big profits from the sale of deeply discounted pharmaceuticals. But it could get more customers in the door who might do other shopping while picking up their prescriptions, establishing, the store hopes, customer loyalty and creating a financial prescription that could benefit both the business and consumer alike. 00:22:45 View Clip <mms://streaming.vmsnews.com/media/INSIGHT/20081101-658246-EDA57C3B-1818-4DDD-ABB4-A22825CF8695.wsx>